

EFFECT PROJECT

Creating effects through communication
and engagement in Future and Emerging
Technologies

2.2 Methodology of content screening

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PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

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Executive Summary

EFFECT is a H2020 project funded under the FET Programme aiming to enhance visibility and impact of FET research among a variety of actors (researchers, industry, policy makers, civil society organisations, citizens etc.) and to stimulate debate and collaboration among multiple stakeholders through dedicated community building and public engagement activities.

This deliverable, called “Methodology of Content Screening” describes the methodology developed by the EFFECT project team to collect accurate and first hand information of FET projects.

Based on the database of 170 FET projects built in Task 2.1 (included in deliverable 2.1 EFFECT project’s database), the EFFECT team developed Task 2.2 and Task 2.3 with the aim of engaging FET project coordinators and/or partners and elaborating the project fiches gathering information on FET projects, which will be evaluated by the Advisory Board and will serve as first input in the elaboration of communication messages.

For this purpose, the team has designed a round of emails to both inform about the EFFECT project and engage FET projects’ coordinators and/or partners. The first round of emails had the main purpose of creating interest about EFFECT, and therefore a short and catchy text was drafted as body of the email. The projects answering to this first email were receiving a second email containing more specific information on EFFECT project and a proposal for conducting an interview via teleconference.

A month and a half after the first mailing, the project team sent a second round of emails addressing FET projects which had not given any answer.

The project team also made a second classification, selecting FET projects belonging to categories or fields which were underrepresented among the projects which had positively answered.

When necessary, projects’ coordinators were also contacted by phone to accelerate their response.

Simultaneously, the EFFECT team started to conduct interviews with EFFECT projects’ coordinators and/or partners. These interviews were conducted via teleconference by an interdisciplinary group of consultants expert in innovation. Interviews were focused on the following aspects:

- Main achievements and their social impact
- Potential exploitation, IP position
- Media coverage of the project and dissemination aspects
- Participation in EFFECT activities

Based on the information gathered in the interviews and the previous desk research (consulting both projects’ websites and CORDIS), a project fiche has been elaborated for each interviewed project, which will be the main input for the Advisory Board’s evaluation.

Along this process, the EFFECT project’s team has conducted 46 interviews (27% of the pre-selected projects) and elaborated the same number of project fiches. 30 of these stories will be selected to be later communicated in different formats and through different channels.

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1. Objective

The objective of this deliverable is to describe the methodology implemented by the EFFECT project's team for the communication content screening. This methodology, which has been designed and implemented between months 2 and 6, aims at collecting information about FET project in a structured way. This information will be the main input for the Advisory Board in order to select the stories/results and it will feed the communication team with accurate and first hand data about FET projects, which will be necessary to elaborate communication messages and materials.

This document is one of the deliverables of the Work Package 2 "Content provision ", which aims to define the editorial management strategy of FET projects' contents, in order to unleash their communication and impact potential, stimulate debates and engagement and support the translation of the FET visionary thinking into concrete and more understandable scenarios. The main output of this Work Package is the selection of 30 results or stories that will be communicated to both a broader audience and targeted stakeholders.

During the Task 2.2, the EFFECT team has approached projects' coordinators and partners in order to gather the most accurate information of each project. The EFFECT team drafted the texts for three rounds of emails and sent them consecutively, with slight adaptations to personalize the emails. Following a proactive approach, the EFFECT team scheduled interviews with all the projects' coordinators and/or partners in order to collect first hand information on the FET projects.

After the rapprochement phase, during Task 2.3, the EFFECT team has completed a project fiche for each FET project that has been interviewed.

The final aim of both activities is the collection of good quality information on FET projects, which will be gathered in individual project fiches. Project fiches will be later evaluated by the Advisory Board and the consortium partners to select at least 30 stories that will be communicated through the EFFECT project.

2 Screening Methodology

EFFECT team has applied a methodology aiming at engaging FET projects’ partners in order to get the most reliable information and an accurate understanding of FET projects. In order to achieve this objective, the team designed the following multistep methodology:

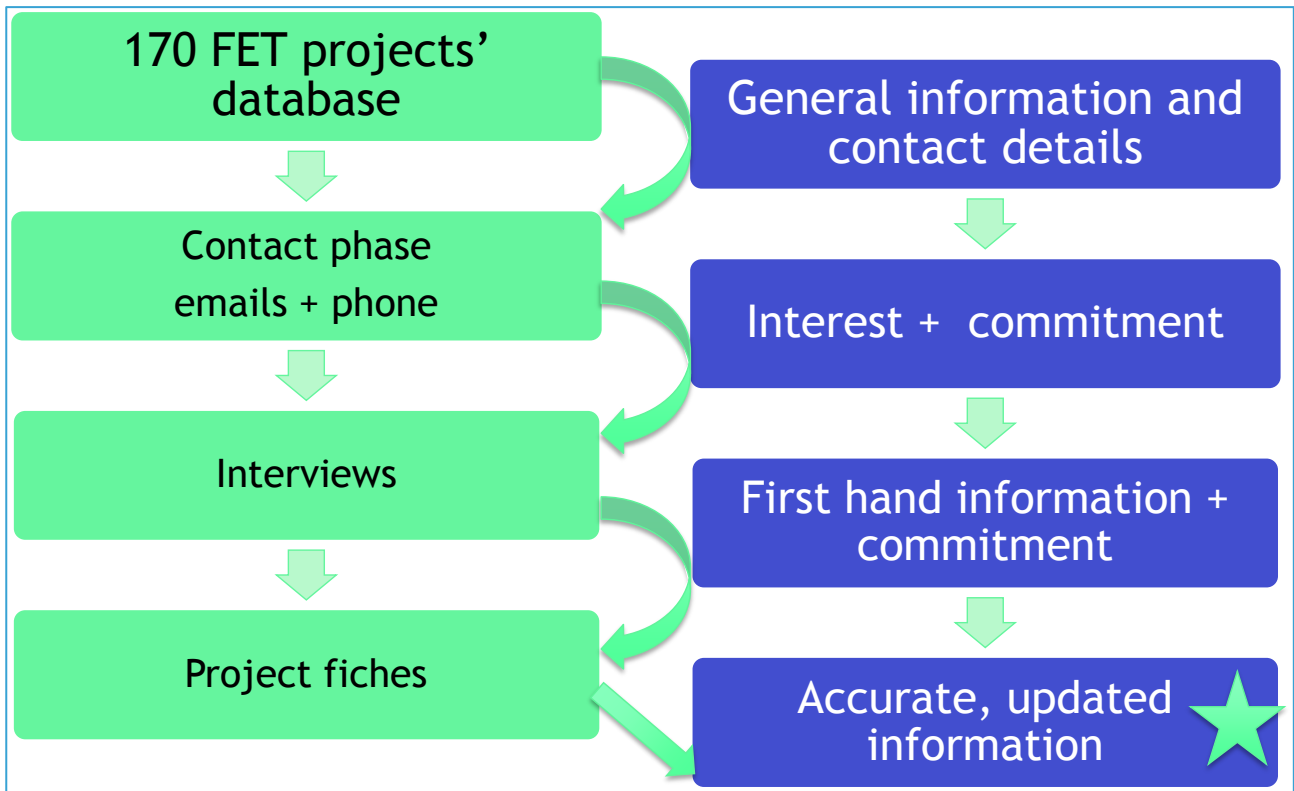


Figure 1: Diagram of the screening methodology

2.1 FET projects' data base

EFFECT project team elaborated a data base containing the contact details of 170 FET projects. This activity, which is described in Deliverable 2.1 “EFFECT projects’ database”, has been conducted via desk research.

Keeping the objective of identifying stories or results in FET projects, a pre-selection of FET projects was done, in order to address projects’ containing updated results. Therefore, 130 FP7 projects and 40 H2020 projects were pre-selected. Out of the 130 projects selected in FP7, 79 have already finished and 51 are expected to finish between May 2016 and the end of 2018. All the 40 projects selected in H2020 will finish in 2018.

2.2 Contact phase

The consortium team aimed at engaging FET projects' coordinators in the information gathering process as first and most accurate source of information. For this purpose, the consortium team designed and implemented a "two rounds" email strategy:

1. **Catchy email:** a first short and catchy email was sent on the 2nd on March. The objective of the email was to get project's coordinators attention and to create curiosity about EFFECT project via a pull approach.

The consortium elaborated the texts bellow as email's body:

Dear «Mr./Ms.» «Name»,

I am writing regarding the EFFECT project (<http://fetfx.eu/>), a communication project funded by the EC that is about to produce communication material of FET research for the general public.

The «project name» project has been pre-selected as a possible target for one of our communication productions. We would like to know if you are interested in helping us to better understand the results of your research, in order to be able to get into more details about your work, and, possibly, to retain your project for dissemination through a mix of communication formats and distribution channels.

Our services will be provided to your project FOR FREE as our initiative is entirely funded and supported by the EC.

If you are interested in co-operating with us, just reply to this email. We will contact you to collect more information about your project and proceed with our selection.

Please do not hesitate to contact us, should you require more information.

2. **Explanatory email:** a second email was sent to projects' coordinators who answered to the first email, giving more details about the purpose of the EFFECT project and proposing to conduct an interview.

Text of the second email:

Dear «Mr./Ms.» «Name»,

Thank you very much for your swift reply and interest in collaborating with us.

As explained, EFFECT is a new Coordination and Support Action with objective to enhance the visibility and impact of FET research among a wide audience and to stimulate debate and collaboration among multiple stakeholders. We aim at fostering a public understanding of how research that is apparently far from reality or direct applications is actually necessary to generate innovation which society will one day benefit from. To do so the EFFECT project will distribute new and existing information from FET projects and activities and maximize their outreach potential towards multiple audiences, through a mix of communication formats and distribution channels.

The EFFECT team has selected your project as a high value potential to be of interest of diverse audiences. Our objective is thus to work hand in hand with you to further disseminate your achievements and build communities to increase collaboration. Take also EFFECT as the opportunity to reach a wider audience and engage new partners to further disseminate your results.

To optimize your chance of success, we are expecting from you a real commitment in working in close collaboration with us. To start working with you, we would need to have a better understanding of your achievements so we can set up operational support. We would like to have a phone meeting with you to introduce each other and to get more information on your project.

Could you please let us know your availabilities on the week X? Some of the points that we would like to discuss with you are, i.a.:

- Main achievements and their social impact
- Potential exploitation, IP position
- Media coverage of the project and dissemination aspects
- Participation in EFFECT activities

3. **Reminder:** in order to reach projects which did not answer to the first round of emails, the EFFECT team sent a third round of emails a month and a half after the first round. The purpose on the second round of emails was to engage projects' coordinators who did not answer the first engagement attempt.

- Text of the "reminder" email:

Dear «Mr./Ms.» «Name»,

Would you like that your FET project takes EFFECT? The EFFECT project is a Coordination and Support Action with objective to enhance the visibility and impact of FET research among a wide audience and to stimulate debate and collaboration among multiple stakeholders. See the news item published by the European Commission: <https://ec.europa.eu/programmes/horizon2020/en/news/your-fet-research-taking-effect>

The EFFECT team has selected your project, NEXTGenIO, as a high value potential to be of interest to diverse audiences. Our objective is thus to work hand in hand with you to further disseminate your achievements and build communities to increase collaboration. Take also EFFECT as the opportunity to reach a wider audience and engage new partners to further disseminate your results.

If you are interested in co-operating with us, just reply to this email. We will contact you to collect more information about your project and proceed with our selection.

For an efficient and realistic communication of the FET projects, the EFFECT team tried to cover all scientific categories or fields covered by the FET programme through the interviewed projects. The engaged projects were classified into 4 categories:

- Artificial Intelligence & Information Technologies
- Biotechnologies & Health Enhancement
- Culture & Societal Change
- Energy & Environment Engineering
- Nanotechnologies & New Materials

Following this objective, and after sending the reminder email, projects from the less represented categories (Culture & Societal Change) were selected and contacted by a personalized email and by phone.

At the end of this phase, 53 projects had answered to the first email and 46 projects had accepted to conduct an interview. In some cases, the reason for rejection the interview was the lack of resources to devote to the projects after their end. In some other cases, there was not feedback to second email.

Following projects answered positively to the first mailing:

1. ABACUS
2. ABIOMATER
3. ALLOXIDEPV
4. ALLScale
5. BOC
6. BRAINBOW
7. DEDALE
8. EUNISON
9. EVOBLISS
10. EVOPROG
11. ExCAPE
12. GLODERS
13. GRACeFUL
14. GreenFLASH
15. H2ESOT
16. HARVEST4D
17. HELENIC-REF
18. HELICOID
19. HRC POWER
20. IBSEN
21. IQUOEMS
22. LANDAUER
23. LiNaBioFluid
24. MAGicSky
25. MATHEMACS
26. MATTERWAVE
27. MERGING
28. MINIMAL
29. MRG-GRammar
30. MULTI
31. MUSE
32. NEXTGenIO
33. PAMS
34. PAPETS
35. PLANTOID
36. PROME3THE2US2
37. QALGO
38. QUANTICOL
39. QuProCS
40. READEX
41. RYSQ
42. SAGE
43. SCALEQIT
44. SCENENET
45. SCORPIO
46. SIMPLESKIN
47. SIQS
48. SMARTSOCIETY
49. SWARM-ORGAN
50. TOLOP
51. TOPDRIM
52. TOPOSYS
53. UAESMC

2.3 Interviews

The EFFECT team interviewed **46 FET project coordinators and/or partners**. The interviews were conducted via teleconference, which allowed interviewees sharing the needed material during their explanations, such as power point presentations, videos or images.

The team of interviewers was composed by an interdisciplinary group of four consultants specialized in innovation and belonging to different fields such as engineering, economics and social sciences.

The interviewers prepared each interview through a desk research based on the information provided by [CORDIS](#), FET projects' own website and publications.

In each of the interviews it has been highlighted that, although the interviewer had a technical profile, the target audience of the project is the wide public, and therefore the information and understanding required should not be focused on technological details. The questions were oriented to extract the main information about results, their further application and impacts in society. The interviewees were asked for an effort to provide information in a "simple" way, so it could be understood by the wide audience and to highlight the actual value of basic and experimental research.

Most of the interviews were recorded, only for internal use, and always with the agreement of the interviewee.

List of interviewed projects:

- | | |
|-----------------|------------------|
| 1. BOC | 24. IQUOEMS |
| 2. DEDALE | 25. LINABIOFLUID |
| 3. EVOBLISS | 26. MUSE |
| 4. EVOPROG | 27. NEXTGENIO |
| 5. GRACEFUL | 28. PLANTOID |
| 6. GreenFlash | 29. PROMETHEUS |
| 7. HASVEST4D | 30. QALGO |
| 8. HELENIC-REF | 31. QUANTICOL |
| 9. HELICOID | 32. SAGE |
| 10. HRC POWER | 33. SCORPIO |
| 11. IBSEN | 34. SMARTSOCIETY |
| 12. LANDAUER | 35. SWARM ORGANS |
| 13. MAGIC SKY | 36. TOPOSYS |
| 14. MRG-Grammar | 37. UAESMC |
| 15. MULTI | 38. H2ESOT |
| 16. PAMS | 39. MATTERWAVE |
| 17. SCALEQIT | 40. MINIMAL |
| 18. SCENENET | 41. READEX |
| 19. SIMPLESKIN | 42. RYSQ |
| 20. ABACUS | 43. GEMINI |
| 21. ABIOMATER | 44. EXCAPE |
| 22. BRAINBOW | 45. SIQS |
| 23. EUNISON | 46. TOLOP |

2.4 Elaboration of project fiches

Based on the information collected during the preparation of the interview and the interview itself, EFFECT team has completed the "project fiches" that will be by used by the Advisory Board to carry out the evaluation of FET projects from a scientific and innovation point of view.

Due to the technical complexity of the projects, interviewers had to listen the recording to complete the projects fiches with high quality information.

These project fiches contain the following information on FET projects:

- Technical information of the project: summary, achieved results, availability of prototypes, IP policy, publications
- Information on dissemination activities: coverage by general media, visual appeal of the project, etc.
- Communication opportunities: social impact and relevant messages
- Classification of the project (according to scientific field):
 - Mathematics, Computer sciences and information science
 - Physical sciences
 - Chemical sciences
 - Environmental sciences and engineering
 - Biological sciences and biotechnology
 - Civil, mechanical and aerospace engineering
 - Electrical and electronic engineering, robotics and automation
 - Materials engineering
 - Medicine and medical engineering
 - Humanities and Social sciences

This information is the main input for the experts' Advisory Board to conduct their evaluation and select the most appealing stories, taking into account three main aspects: scientific excellence, communication potential and FET nature.

3 Conclusions

EFFEFFECT project team has developed and implemented a screening methodology from month 2 to month 6 for the compilation of the most accurate information of FET projects. This methodology is based on direct contact and engagement of projects' coordinators and partners as a primary source of information.

EFFEFFECT project is aiming at reaching the wide audience, going beyond the scientific peer-to-peer community, which is already aware of the FET programme. Therefore, the information collected during the interviews is focused on the results and potential applications of the research conducted in FET projects. Projects' coordinators and/or partners have been also asked about the dissemination and communication activities developed during their projects.

As a result of the application of the methodology described in this paper, the EFFEFFECT project achieved the following quantitative results:

- 170 projects' contacts
- 53 positive answer from FET projects
- 46 interviews conducted
- 46 project fiches
- 27% of the projects interviewed

Giving the characteristics of FET projects, low proximity to market and visionary thinking (low TRL and revolutionary concepts), it has been especially difficult to find messages or results that can be easily understood by a general audience. Most of the results are expected to have an impact in society in the next 10-20 years, but all projects' coordinators highlighted the importance of communicating the research activities they are conducting as cornerstone of future developments.

FET projects share also another characteristic: all of them are risky projects. Due to their experimental basis, the probability of failure is much higher than in any other Horizon 2020 programme. Therefore, the rate of positive answers achieved by EFFEFFECT, 27% (46 projects out of the 170 pre-selected projects) can be considered successful, taking into account that projects which achieved their goals are more likely to share their experiences than those which did not finish as expected.

From a qualitative point of view, EFFEFFECT project achieved the following results through this activity:

- Accurate, and updated first hand information about projects
- Commitment of projects to engage with EFFEFFECT project
- Identification of Communication potential on projects' coordinators: along the interviews it has been possible to identify project coordinators and researchers with special skills for communications, which can be an important asset to later develop communication formats to tell their stories.

- Better understanding of FET concept: the EFFECT team has researched in depth a considerable number of FET projects, which offered them a general idea of the programme and the characteristics of projects to be considered as “FET” native.
- Raise awareness and interest in public communication among FET projects: the EFFECT team took advantage of the direct contact with projects’ coordinators in order to highlight the importance of communication and to get scientific research closer to the general public.